

Charge Cards in Indonesia

Market Direction | 2022-12-01 | 28 pages | Euromonitor

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Report description:

2022 marked the beginning of the recovery period. This is the first year during the pandemic that the performance of charge cards has started to rebound. The revival in the category's performance is due to a few factors. The development of charge cards is very much related to the mobility of the population. When people start to go back to work and resume their activities, their financial confidence is higher and people's purchasing power continues to improve. This is marked by stronger growth in...

Euromonitor International's Charge Card Transactions in Indonesia report establishes the size and structure of the market for ATMs cards, smart cards, credit cards, debit cards, charge cards, pre-paid cards and store cards. It looks at key players in the market (issuers and operators), number of cards in circulation, numbers transactions and value of transactions. It offers strategic analysis of sector forecasts and trends to watch.

Product coverage: Commercial Charge Card Transactions, Personal Charge Card Transactions.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Charge Card Transactions market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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Table of Contents:

Charge Cards in Indonesia
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List Of Contents And Tables

CHARGE CARDS IN INDONESIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Industry is experiencing a bit of fresh air

With emerging new services and products offering similar, and even better, benefits, charge cards are faced with serious competition

Character of charge cards unsuited to pandemic conditions

PROSPECTS AND OPPORTUNITIES

Short-lived upturn

Catching up is almost impossible, unless focus is shifted to the category

With the nation undergoing digital transformation, charge cards will lose its position

CATEGORY DATA

Table 1 Charge Cards: Number of Cards in Circulation 2017-2022

Table 2 Charge Cards Transactions 2017-2022

Table 3 Charge Cards in Circulation: % Growth 2017-2022

Table 4 Charge Cards Transactions: % Growth 2017-2022

Table 5 Commercial Charge Cards: Number of Cards in Circulation 2017-2022

Table 6 Commercial Charge Cards Transactions 2017-2022

Table 7 Commercial Charge Cards in Circulation: % Growth 2017-2022

Table 8 Commercial Charge Cards Transactions: % Growth 2017-2022

Table 9 Personal Charge Cards: Number of Cards in Circulation 2017-2022

Table 10 □Personal Charge Cards Transactions 2017-2022

Table 11 □Personal Charge Cards in Circulation: % Growth 2017-2022

Table 12 □Personal Charge Cards Transactions: % Growth 2017-2022

Table 13 □Charge Cards: Number of Cards by Issuer 2017-2021

Table 14 □Charge Cards: Number of Cards by Operator 2017-2021

Table 15 □Charge Cards Payment Transaction Value by Issuer 2017-2021

Table 16 □Charge Cards Payment Transaction Value by Operator 2017-2021

Table 17 □Commercial Charge Cards: Number of Cards by Issuer 2017-2021

Table 18 □Commercial Charge Cards: Number of Cards by Operator 2017-2021

Table 19 □Commercial Charge Cards Payment Transaction Value by Issuer 2017-2021

Table 20 □Commercial Charge Cards Payment Transaction Value by Operator 2017-2021

Table 21 □Personal Charge Cards: Number of Cards by Issuer 2017-2021

Table 22 □Personal Charge Cards: Number of Cards by Operator 2017-2021

Table 23 □Personal Charge Cards Transaction Value by Issuer 2017-2021

Table 24 □Personal Charge Cards Transaction Value by Operator 2017-2021

Table 25 □Forecast Charge Cards: Number of Cards in Circulation 2022-2027

Table 26 □Forecast Charge Cards Transactions 2022-2027

Table 27 □Forecast Charge Cards in Circulation: % Growth 2022-2027

Table 28 □Forecast Charge Cards Transactions: % Growth 2022-2027

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Table 29 □Forecast Commercial Charge Cards: Number of Cards in Circulation 2022-2027
Table 30 □Forecast Commercial Charge Cards Transactions 2022-2027
Table 31 □Forecast Commercial Charge Cards in Circulation: % Growth 2022-2027
Table 32 □Forecast Commercial Charge Cards Transactions: % Growth 2022-2027
Table 33 □Forecast Personal Charge Cards: Number of Cards in Circulation 2022-2027
Table 34 □Forecast Personal Charge Cards Transactions 2022-2027
Table 35 □Forecast Personal Charge Cards in Circulation: % Growth 2022-2027
Table 36 □Forecast Personal Charge Cards Transactions: % Growth 2022-2027

FINANCIAL CARDS AND PAYMENTS IN INDONESIA

EXECUTIVE SUMMARY

Financial cards and payments in 2022: The big picture

2022 key trends

Competitive landscape

What next for financial cards and payments?

MARKET INDICATORS

Table 37 Number of POS Terminals: Units 2017-2022

Table 38 Number of ATMs: Units 2017-2022

Table 39 Value Lost to Fraud 2017-2022

Table 40 Card Expenditure by Location 2022

Table 41 Financial Cards in Circulation by Type: % Number of Cards 2017-2022

Table 42 Domestic versus Foreign Spend 2022

MARKET DATA

Table 43 Financial Cards by Category: Number of Cards in Circulation 2017-2022

Table 44 Financial Cards by Category: Number of Accounts 2017-2022

Table 45 Financial Cards Transactions by Category: Value 2017-2022

Table 46 □Financial Cards by Category: Number of Transactions 2017-2022

Table 47 □Commerical Payments by Category: Value 2017-2022

Table 48 □Commercial Payments by Category: Number of Transactions 2017-2022

Table 49 □Personal Payments by Category: Value 2017-2022

Table 50 □Personal Payments by Category: Number of Transactions 2017-2022

Table 51 □M-Commerce by Category: Value 2017-2022

Table 52 □M-Commerce by Category: % Value Growth 2017-2022

Table 53 □Financial Cards: Number of Cards by Issuer 2017-2021

Table 54 □Financial Cards: Number of Cards by Operator 2017-2021

Table 55 □Financial Cards: Card Payment Transactions Value by Operator 2017-2021

Table 56 □Financial Cards: Card Payment Transactions Value by Issuer 2017-2021

Table 57 □Forecast Financial Cards by Category: Number of Cards in Circulation 2022-2027

Table 58 □Forecast Financial Cards by Category: Number of Accounts 2022-2027

Table 59 □Forecast Financial Cards Transactions by Category: Value 2022-2027

Table 60 □Forecast Financial Cards by Category: Number of Transactions 2022-2027

Table 61 □Forecast Commercial Payments by Category: Value 2022-2027

Table 62 □Forecast Commercial Payments by Category: Number of Transactions 2022-2027

Table 63 □Forecast Personal Payments by Category: Value 2022-2027

Table 64 □Forecast Personal Payments by Category: Number of Transactions 2022-2027

Table 65 □Forecast M-Commerce by Category: Value 2022-2027

Table 66 □Forecast M-Commerce by Category: % Value Growth 2022-2027

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